



**2<sup>ND</sup> MEETING  
TOURISM SUBGROUP**

**MEETING MINUTES**

**JULY 6<sup>TH</sup>, 2010  
1:00 PM**

**VIRGINIA TOURISM CORPORATION  
Richmond, Virginia 23219**

**Subgroup Members Present:**

Lisa Gable  
Ann Heidig  
Pat Jones  
Daphne Reid  
Bruce Thompson

**Subgroup Members Absent:**

John Langlois

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**I. Call to Order**

Bruce Thompson, Chair, called to order the 1<sup>st</sup> meeting of the Tourism Subgroup at 1:15 PM on Tuesday, July 6<sup>th</sup>, 2010, at the Virginia Tourism Corporation headquarters in Richmond, VA.

**II. Roll Call**

Jessica Brooks, Subgroup Executive Assistant called role. A quorum was present.

**III. Minutes**

Official meeting minutes from the 1<sup>st</sup> subgroup meeting were reviewed and passed.

**IV. Subcommittee Presentations**

The Tourism subgroup was broken into subcommittees on Marketing, Product, Wine, Film, and Finance/Policy. Each subcommittee presented their research and initial recommendations.

- a. Marketing – expansion of “Virginia is for Lovers” brand; enhancement of current marketing efforts; upsell related tourism spots/activities; packaging by region, type of vacation, or industry
- b. Product – plan to do electronic and phone surveys, as well as personal interviews to determine which areas need which products; this will help regions come up with a tourism plan
- c. Wine –determine what prevents us from becoming “wine country” – need critical mass and attendant services (inns, restaurants, etc) for the full experience

- d. Film – waive rental fee on filming on state property; continue to fund Governor’s Motion Picture Opportunity Fund; increase tax credit based on return on investment; consider incentives to Martin Agency to film commercials in Virginia
- e. Finance – tourism development fund

**V. Interim Report**

Discussion of the Subgroup Interim Report. This report will be due on July 19<sup>th</sup> and presented to the Governor and full Commission on July 26<sup>th</sup>.

**VI. Public Comment**

There was no public comment.

**VII. Next Meeting Date**

The next meeting will be held Thursday, August 12<sup>th</sup> at 1:00 PM in Virginia Beach.

**VIII. Adjournment**

The meeting was adjourned at 5:04 PM.